



MISSION – To generate room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.

**TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
NOVEMBER 13, 2014
BILLINGS CHAMBER BOARD ROOM – 8:30 AM**

*Other than the meeting starting time, any time listed is approximate and agenda items may be rearranged.
Action may be taken on any item listed on the agenda.*

- I. Call to Order – Steve Wahrlich.....8:30
- II. Public Comment on Items Not on the Agenda
(Comments limited to 3 minutes per speaker)
- III. Welcome New Team Member- Andy Austin.....8:30-8:35
- IV. Approval of October 9, 2014 Board Minutes- pages 2-4.....ACTION
- V. Approval of October Financial & Variance Reports- M. Stevenson pages 5-6.....ACTION
- VI. Reviewed Financial Statements and IRS Form- Matt Schafer and Associates.....ACTION
- VII. New Business.....8:50-10:05
 - a. MSU Hospitality Management Program-A. Tyson.....8:50-9:05
 - i. Allison Harmon, Associate Professor, Montana State University
 - b. Voices of Montana Tourism- S. Wahrlich.....9:05-9:35
 - i. Mike Garcia, Executive Director, Voices of Montana Tourism
 - c. Local Option Sales Tax- J. Brewer..... ACTION
 - d. MSP & Holiday Marketing Update-K. McCandless.....9:45-10:00
 - e. Third Quarter Collections- A. Tyson.....10:00-10:05
- VIII. Old Business.....10:05-10:20
 - a. Airport Update- J. Brewer.....10:05-10:15
 - b. Convention Center Research Update- J. Brewer.....10:15-10:20
- IX. Marketing/PACE Update- pages 7-13.....10:20-10:30
 - a. Staff Updates- A. Tyson
- X. Adjournment

Future Meeting Dates:

December 11, 2014- December TBID Board Meeting
January 8, 2015- January TBID Board Meeting

Managed by the Billings Chamber of Commerce



BOARD OF DIRECTORS MINUTES – OCTOBER 9, 2014

Board Members Present: Steve Wahrlich, Shelli Mann, Ron Spence, Joyce Bratland, Ben Kerns, Ginny Hart, LaRell Baldwin

Board Members Absent: None

Ex-Officio member Present: None

Staff Present: John Brewer, Alex Tyson, Caitlin Helmer, Kelly McCandless, Megan Stevenson

Others Present: BMW Staff; Bob Aldridge, *Executive Director*, Sue Rihn, *Chair*, Jason Olson, *Co-Chair*, Vince Barkhoff, *Co-Chair*

Call to Order

Steve Wahrlich called the meeting to order at 8:31 a.m. in the Billings Chamber and Visit Billings Board Room. Board introduced themselves to the BMW attendees.

Public Comment

Steve attended most recent TAC meeting and was informed about the Coalition of Chambers that get together before the legislative session; John Brewer was part of this group meeting. This group has to agree 100% to support an issue, otherwise it's dropped. At the group's most recent meeting, they had an outside member attend, who proceeded to take notes on their discussion. He passed along a letter informing outside parties that the group is not looking at having 1.5% of the general fund (3%), come back to Regions and CVB's. The Coalition is not in support, nor against using 1.5% of the general fund; no bill in place.

Approval of Board Minutes

Request for a motion to approve the September 11, 2014 Board Minutes

MOTION: Ron motioned to approve the minutes; Shelli seconded; Motion carried

Approval of Financial and Variance Report

Request for a motion to approve the September Financial and Variance Reports

MOTION: LaRell motioned to approve the financial reports; Shelli seconded; Motion carried

Old Business

BMW MOA Guests- Bob Aldridge, Executive Director, and nine board members came to meet in Billings; representing the 30,000 members. Sue Rihn, BMW Chair, said that Alex, Steve and Shelli were wonderful representatives for Billings at the BMW MOA Rally in Minnesota. They made a great impact on the attendees who came to their table. The BMW planning committee is promoting coming to Billings by encouraging their members to put a sticker that says "Be the Adventure, Billings, Montana 2015" on their bike, and then taking a picture in front of something interesting. The goal is to get the attendees to think about Billings a full year ahead of the event. Beginning in January, they will begin heavily pushing the rally. BMW will help promote the rally in both print and social media. They send out email blasts to members, which Billings can utilize.

Some riders may make this an extended vacation, while others will just come for the rally. Members are from all over the world, but the majority is from the United States. Roughly 3,500 of the 30,000 members are from Canada. Currently, there are no issues with members finding available hotels. The issue in the very beginning was because several hoteliers didn't load their rates, but that has been fixed. BMW will have a link for hotels in Billings on their website. About half of the attendees camp, while the other half book a room.

A discussion ensued about whether or not transportation between hotels and MetraPark would be utilized by attendees. Bob Aldridge thinks that if the bus is scheduled and publicized, then it would be heavily used. BMW

will have a beer garden at the rally; attendees are safe about not drinking and driving, so transportation later in the day could become a really good thing.

Every year, BMW sponsors a local charity for children in the town where the rally is hosted. They will narrow down their options and choose who the funds will go to, typically \$12,000.

The rally is open to members and their guests; they pay an event fee. BMW doesn't publicize this as an open event, but if a non-member would like to attend, they can pay the rally fee of \$80.

Convention Center Research Update- The Billings Chamber hired HVS Consulting out of Chicago, IL; largest sports consulting firm in the world. There were three finalists that had phone interviews. Each company had their own positives and negatives, but HVS stood out to be the best option. HVS has done eight private hotel feasibility studies in Billings. They are not immersed since they haven't done anything in Montana. The funding for the study came from a combination of sources; \$25,000 from Big Sky Trust, private hotel funds, Chamber investment and lodging tax. All of the funding sources are in place and the site tour will take place October 27-28, 2014. HVS will meet with stakeholders and look at potential locations. The company has a strong industry background and approach. The Chamber reiterated to them that this is a feasibility study and that they want this to be a campus type center, not just a convention center. If the feasibility study comes back and the parties involved agree this is the route to take, it can be a great game changer for the city of Billings. The Mayor of Sioux Falls said that Billings needs to pick one thing and focus on that; convention center would be that focus.

Great Falls had a feasibility study done and it calls for a multi-use facility, possibly at the fairgrounds. The funding would be both private and public. The study suggested Great Falls move forward with a convention center. Casper and Williston are going to move forward with their convention centers, and Sidney, MT is looking at building one as well.

New Business

TBID Board Member Q & A/Discussion- A discussion took place regarding any ideas the Board may have for future meetings, stakeholder items and strategic direction.

The Board would like to see some movement on the Airport aesthetics. The Mayor of Sioux Falls was disappointed by the Airport terminal and his overall first impression of Billings. After travelling around the city he was more impressed, but was very drawn away from the visual aspects of the Airport. During the Air Service Task Force meeting, the Mayor and Tom Binford said they want something done to the aesthetics and for Visit Billings and the Chamber to come up with a plan. The Airport has some money and will need to get additional partners for funding assistance, but they need Visit Billings to help lead the charge. The Board discussed that by next month, they need to have a plan for the Airport. It was suggested that Visit Billings work with A|D to come up with a design, and then take it to Tom Binford. They will have to work with TSA regarding parameters, but can get a base plan established.

Request for a motion to approve Visit Billings taking a leadership role and adopting an early plan for the Airport by next month

MOTION: Shelli motioned to approve Visit Billings taking a leadership role; LaRell seconded; Motion carried

Living Art Project- The YMCA is going to move forward with an art renovation on their building; putting up a mural on one of their side walls. At this point in time, there is no artist set in place; Tina and Sean Abel decided against working with one another. Tina will report back to Alex and give her an update on the logistics of the project. After that, Visit Billings can then decide if they want to set up a meeting with Sean Abel and determine if they want to move forward with working with him.

Additional Discussions- Shelli would like to see a destination museum in Billings that would serve as an extension of the Yellowstone County Museum. She knows someone with an extensive collection of artifacts, but they don't have anywhere to display them.

Ginny would like to see the Board focus on the Interstate beautification. Exxon has planted some berms on half of their frontage. They have more work to do, but it's acknowledged that they are trying. The Trailhead hospitality corridor would make the Lockwood exit more aesthetically pleasing. A discussion ensued that there are so many ideas on ways to improve Billings, that nothing actually gets done. The Board agreed that they need to set priorities and a timeline for projects. Lastly, the Board discussed the issue with the number of rental cars and cabs in Billings and that they will work on that in the future.

Marketing/PACE Update

Staff Updates- The BMW page on Visitbillings.com is the 14th highest previewing site; Visit Billings is not doing any advertising, so it's free referrals. Overall visits to Visitbillings.com are down, but the site is still up 33% over last year. The web traffic went down significantly from August and July, but the site is still up year over year. New visitors to site, versus old visitors are healthy; 80% new visitors, while 20% are returning. Web users are spending about 40 seconds less on the site. The decreased time spent could be from the lack of a contest. The programmatic advertising is working well; 17/20 of Visit Billings top referring sites are from a programmatic site. That means there are new sites and places that Billings' ads are showing.

The Toolbox feature is the number seven page on Visitbillings.com. Those users spend an average of three minutes on the site. Over 10,000 people have used that tool since it launched. The disconcerting feedback is that users are not emailing their saved toolbox to themselves, meaning all the items they marked are not saved for future use.

Visit Billings is promoting a regional holiday survival campaign. The campaign is a fun take on the stress of holiday shopping. The landing page will be a spin on an advent calendar, so every day is something different; voucher, deals, etc. This campaign will still have deals, but is not reliant upon them, like previous years. It's not all about shopping with this campaign; it is always a great way to get the Billings brand out there in the spirit of the holiday season.

Visit Billings is doing a key market takeover in an international Delta terminal at the Minneapolis Airport. The takeover will run before Thanksgiving to after the New Year. The creative has not been established, but will be focused around an object that inspires the traveler to take their picture in front of, and then upload that to Visit Billings Facebook page, where they will get a voucher and a chance to compete to win a flight to Billings. Photos will be voted on and winners will be chosen by the Facebook community.

Vicki-Lynn is at Smart Meetings in Vale, CO. Visit Billings is waiting on one final letter from MetraPark for the confidential group bid. Hosting a site visit for the confidential group in October.

Steve suggested that the Board get a letter from BMW after the Rally that mentions the first initial contact to the final event, and how they would rate it all. He also mentioned that at the TAC Meeting, Barb who conducts the state audits, was very complimentary of Megan and Alex and how well everything was in order and easy to follow.

Meeting adjourned at 10:25 a.m.

Submitted by Caitlin Helmer

FINANCIAL STATEMENT VARIANCE REPORT

TBID Board of Directors As of October 31, 2014

Year to date revenue over expenses is \$49,341 over budget.

Revenue is \$621 over budget from interest income & TBID sales.

Total expenses are \$48,720 under budget.

- Staff Expenses are \$12,751 under budget from Wages and Health & Accident Expense.
- Administrative Expenses are \$603 under budget from the following:
 - Liability Insurance (D&O) is under budget \$405.
 - Meeting expenses are \$1,512 under budget.
 - Office Supplies are \$2,480 over budget due to the refresh of business cards for the new Visit Billings look.
 - Professional Training is under budget \$946.
 - Telephone Wireless Equipment is over budget \$720 for TBID's portion of the office phone lines.
- Marketing Expenses are \$35,366 under budget from the following:
 - Advertising is under budget \$19,469 from the redeemable hotel vouchers and sports marketing.
 - Opportunity is under budget \$3,580.
 - Publicity is under budget \$2,873 from the TTA Program.
 - Sales Expense is under budget \$5,917 from the monthly Sports Sales, Sports Recruitment, and Sales Missions.
 - Tradeshows & Conventions is under budget \$1,227 from anticipated registration fees and travel expenses.
 - Website Expenses are under budget \$2,393 due to timing of when work is performed and necessary.

**Tourism Business Improvement District
Profit & Loss
Budget vs. Actual
October 2014**

	CURRENT MONTH		YEAR TO DATE		2014-15 Annual Budget	LAST YEAR October 2013 Actual
	Acutal	Budget	October 2014 Actual	October 2014 Budget		
	Income					
4001100 · TBID Assessments			764,739.03	764,739.00	1,500,000.00	448,369.70
4001500 · Miscellaneous Income	173.84		620.76		-	3,539.89
Carryover from 2013-2014					88,357.00	-
Total Income	173.84	-	765,359.79	764,739.00	1,588,357.00	451,909.59
Expense						
5001000 · Staff Expenses						
5007000 · Wages	18,398.88	21,989.00	86,134.10	95,804.00	264,286.00	65,303.75
5007100 · FICA Expense	1,362.09	1,678.00	5,887.94	6,777.00	19,594.00	4,812.20
5007200 · Unemployment Expense	172.86	463.00	963.61	1,594.00	4,913.00	705.49
5007400 · Health & Accident Expense	1,858.63	2,246.00	7,360.97	8,572.00	26,040.00	6,102.63
5007500 · Retirement Expense	978.74	1,080.00	3,759.79	4,106.00	12,062.00	3,789.61
5007700 · Workers Compensation Expense	127.50	161.00	490.00	644.00	1,812.00	462.00
5007800 · Staff Employment Expense	100.00		150.00	-	-	-
Total 5001000 · Staff Expenses	22,998.70	27,617.00	104,746.41	117,497.00	328,707.00	81,175.68
5009000 · Administrative Expenses						
5009200 · Computers	245.00	250.00	1,094.97	1,200.00	7,200.00	1,576.00
5009300 · Equipment & Repair Expense	229.48	400.00	822.22	1,450.00	4,500.00	829.80
5009500 · Liability Insurance	-	-	1,595.00	2,000.00	2,550.00	2,062.00
5009600 · Meeting Expenses	443.65	1,241.00	1,353.99	2,866.00	8,350.00	757.62
5009650 · Newsletter Expenses	-	-	500.00	500.00	5,000.00	-
5009700 · Office Supplies	9.35	125.00	3,680.01	1,200.00	2,600.00	518.88
5009750 · Postage	1,961.84	1,900.00	4,393.72	4,500.00	8,500.00	318.01
5009800 · Professional Training	2,103.47	900.00	4,303.51	5,250.00	15,000.00	3,634.65
5009850 · Legal and Accounting	-	-	450.00	550.00	9,200.00	3,231.50
5009900 · Telephone/Wireless Equipment	524.33	229.17	1,636.17	916.64	2,750.00	559.92
Total 5009000 · Administrative Expenses	5,517.12	5,045.17	19,829.59	20,432.64	65,650.00	13,488.38
5150000 · Marketing Expenses						
5151000 · Advertising	40,727.36	41,000.00	178,031.11	197,500.00	597,000.00	66,209.68
5151500 · Film Recruitment	-	-	-	-	2,000.00	-
5152000 · Opportunity	13,746.65	16,200.00	57,420.25	61,000.00	195,500.00	6,830.51
5152500 · Printed Materials	998.50	1,000.00	22,263.24	21,750.00	105,500.00	1,954.40
5153000 · Publicity	549.58	3,100.00	15,527.41	18,400.00	29,000.00	10,353.71
5154000 · Sales Expenses	11,088.21	10,000.00	29,707.57	35,625.00	160,500.00	20,139.96
5155000 · Tradeshows/Conventions	1,373.50	-	10,772.66	12,000.00	62,500.00	9,105.96
5156000 · Visitor Information Center	-	200.00	779.49	1,200.00	8,600.00	1,578.93
5156500 · Web Site	508.45	1,000.00	4,732.17	7,125.00	33,400.00	5,352.60
Total 5150000 · Marketing Expenses	68,992.25	72,500.00	319,233.90	354,600.00	1,194,000.00	121,525.75
Total Expense	97,508.07	105,162.17	443,809.90	492,529.64	1,588,357.00	216,189.81
	(97,334.23)	(105,162.17)	321,549.89	272,209.36	0.00	235,719.78
		Cash	Current Month	Last Month	Last Year	
		Unrestricted	405,758	503,092	338,235	
		Restricted	125,000	125,000	125,000	
		Total Cash	530,758	628,092	463,235	

GROUP BOOKINGS

Bookings	Q1	Q2	Q3	Q4	TYTD	FY Goal	% To Goal
Groups	9	2			11	36	31%
Room Nights	4,310	2,000			6,310	24,000	26%

VISITS FOR: visitbillings.com

	J	A	S	O	N	D	J	F	M	A	M	J	Annual
Goal	15,000	15,000	13,000	11,000	10,000	9,000	9,000	9,000	9,000	10,000	10,000	10,000	130,000
Actual	17,470	19,297	9,466	9,396									55,629

STAKEHOLDER SURVEY

2010-2011	2011-2012	2012-2013	2013-2014*	2014-2015*
66%	83%	87%	90%	88%

*Goal-actual number unknown

ROOM DEMAND- REPORTED ON CALENDAR YEAR 2013

	J	F	M	A	M	J	J	A	S	O	N	D	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
Actual	1.6	-4.1	-5.9	-6.2	14.8	-6.0	-10.2	-5.2	-6.7	-12.3	-4.6	3.8	-1.2

ROOM DEMAND- REPORTED ON CALENDAR YEAR 2014

	J	F	M	A	M	J	J	A	S	O	N	D	Annual
Goal	0	0	0	0	0	0	0	0	0	0	0	0	3%
Actual	3.3	6.2	12.4	-11.5	-4.5	21.5	18.4	10.4	7.5				7.2

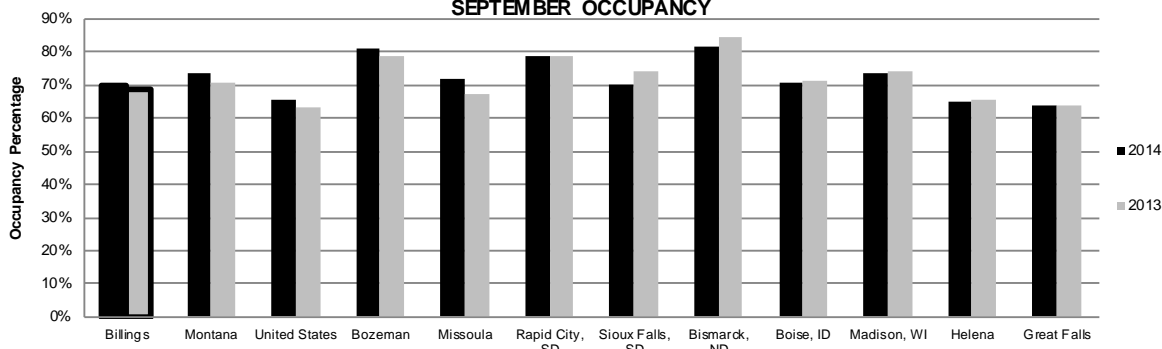
YTD OCCUPANCY

PAST 12 MONTHS		
LOCATION	2014	2013
Billings, MT	69.4%	66.3%
Montana	63.5%	62.1%
United States	65.9%	63.7%
Bozeman, MT	69.9%	69.2%
Missoula, MT	62.7%	61.4%
Rapid City, SD	64.0%	62.0%
Sioux Falls, SD	65.0%	67.2%
Bismarck, ND	72.3%	75.1%
Boise, ID	68.1%	69.4%
Madison, WI	67.4%	67.5%
Helena, MT	61.0%	60.0%
Great Falls, MT	60.5%	60.8%

CURRENT MONTH OCCUPANCY

SEPTEMBER		
LOCATION	2014	2013
Billings, MT	69.5%	68.6%
Montana	73.3%	70.4%
United States	65.7%	63.2%
Bozeman, MT	81.2%	78.9%
Missoula, MT	71.8%	67.1%
Rapid City, SD	78.6%	78.7%
Sioux Falls, SD	70.1%	74.0%
Bismarck, ND	81.3%	84.4%
Boise, ID	70.8%	71.2%
Madison, WI	73.6%	74.2%
Helena, MT	64.8%	65.3%
Great Falls, MT	63.9%	63.6%

SEPTEMBER OCCUPANCY



**CVB ACTIVITY REPORT
FY JULY 1, 2014- JUNE 30, 2015**

BOOKED EVENTS

NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
American Assoc. of Petroleum Geologists	LR	CVB-P	435	25 to 27-Jun-2017	CW	NH, CP	\$ 97,875	Q1
International Radio Club of America	LR	CVB-S	(35)	1-Jul-14	O	N/A	\$ (7,875)	Q1
Catholic Daughters of the Americas	LR	CVB-S	(1000)	2-Jul-14	O	BHCC, HIGM	\$ (225,000)	Q1
Family Reunion	LR	CVB-S	(40)	10-Jul-14	O	N/A	\$ (9,000)	Q1
Family Reunion	LR	CVB-S	(10)	18-Jul-14	O	N/A	\$ (2,250)	Q1
Family Reunion	LR	CVB-S	(25)	30-Jul-14	O	N/A	\$ (5,625)	Q1
Kiwanis Conven	LR	CVB-S	(200)	1-Aug-14	O	N/A	\$ (45,000)	Q1
Al's Auto & RV Storage	LR	CVB-S	(10)	1-Aug-14	O	N/A	\$ (2,250)	Q1
NADC	LR	CVB-S	(200)	1-Aug-14	O	N/A	\$ (45,000)	Q1
Nutri-Lix Inc	SR	CVB-S	(60)	15-Aug-14	O	N/A	\$ (13,500)	Q1
Human Community Services Division	SR	CVB-S	(300)	15-Aug-14	O	N/A	\$ (67,500)	Q1
Glass Reunion Corvette Club	LR	CVB-S	(300)	23-Aug-14	O	HIGM	\$ (67,500)	Q1
MT Farm Bureau Federation	TS	CVB	450	Nov-14	O	BHCC	\$ 101,250	FY13-14 Q4
Int'l Chevy Nomad	LR	CVB	1250	10-Jul-16	O	BHCC	\$ 281,250	Q1
Glass Reunion Corvette Club	LR	CVB-P	300	23-Aug-14	O	HIGM	\$ 67,500	Q1
Border Wars Volleyball Tourn.	LR	CVB-P	75	5 & 6-Sep-2014	SP	VARIABLES	\$ 16,875	Q1
COPS Training	NR	CVB	60	Apr-15	O	TBD	\$ 13,500	Q1
Montana Medical Association FutureSync Int'l	LR	CVB	150	24 to 25-Oct-2014	O	TBD	\$ 33,750	Q1
Hot Bike Power Tour	LR	CVB-P	1500	Sep-15	CW	TBD	\$ 337,500	Q1
St. John's Lutheran Ministries	LR	CVB-S	(50)	9-Sep-14	O	N/A	\$ (11,250)	Q1
Family Reunion	LR	CVB-S	(100)	10-Sep-14	O	N/A	\$ (22,500)	Q1
Riverstone Health	LR	CVB-S	(100)	10-Sep-14	O	N/A	\$ (22,500)	Q1

High School Reunion	LR	CVB-S	(20)	10-Sep-14	O	N/A	\$ (4,500)	Q1
Montana Treasurers Convention	LR	CVB-S	(75)	12-Sep-14	O	N/A	\$ (16,875)	Q1
Global Travel Alliance	LR	CVB-S	(20)	16-Sep-14	O	N/A	\$ (4,500)	Q1
BMW MOA Board Meeting	NR	CVB	90	8 to 12-Oct-14	O	BWCT	\$ 20,250	Q1
Women Stepping Forward for Ag	LR	CVB-S	(125)	23-Sep-14	O	BHR	\$ (28,125)	Q1
Q1 BOOKED EVENTS		9		Q1 ROOM NIGHTS			4,310	
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR. BOOKED
Montana Amateur Hockey Assoc. (MAHA)	LR	CVB-P	1000	27-Feb to 1-Mar-14	SP	TBD	\$ 225,000	Q2
All-American NDN Invitational	SR	CVB-P	1,000	11 to 13-Dec-2014	SP	HGI, Boothill, Country Inn	\$ 225,000	Q2
Magic City Regional Bridge Tournament	LR	CVB-S	(150)	Oct-14	O	N/A	\$ (33,750)	Q2
Assoc. for Education of Young Children	LR	CVB-S	(500)	Oct-14	O	N/A	\$ (112,500)	Q2
MMEC Compete Smart Mfg Conference	LR	CVB-S	(300)	Oct-14	O	N/A	\$ (67,500)	Q2
St. Vincent's	LR	CVB-S	(10)	Oct-14	O	N/A	\$ (2,250)	Q2
Montana Violent Crime Prevention	LR	CVB-S	(150)	Oct-14	O	N/A	\$ (33,750)	Q2
Q2 BOOKED EVENTS		2		Q1 ROOM NIGHTS			2,000	
TOTAL BOOKINGS			TOTAL ROOM NIGHTS			TOTAL ECONOMIC IMPACT		
11			6,310			\$ 1,419,750		

PENDING BIDS/RFP'S								
NAME	ORIGIN	SOURCE	ROOM NIGHTS	DATE	TYPE	LOCATION	ECONOMIC IMPACT	QTR.
NCAI-Nat'l Congress of Amer. Indians	NR	CVB	1015	Jun-16 17 or 18	O	BHCC, HIGM	\$ 228,375	FY13-14 Q4
AVA- American Volkspots Assoc.	RR	CVB	600	Jun-17	O	BHCC, HIGM, CP	\$ 135,000	FY13-14 Q4
MT Assoc. of Student Councils	TS	CVB		TBD	O	TBD	\$ -	FY13-14 Q4

NEAFCS- Nat'l Extn Assoc. of Family & Consumer Sci.	RR	CVB	1500	Sep-16	O	TBD	\$ 337,500	FY13-14 Q4
Catholic Alumni Club Int'l	NR	CVB	480	Jul-16	O	TBD	\$ 108,000	FY13-14 Q4
Wedding	SR	CVB	50	Oct-14	O	TBD	\$ 11,250	FY13-14 Q4
Int'l Boxing Federation Annual Conven.	NR	CVB	750	May/June-16 or 17	O	CP, NH	\$ 168,750	FY13-14 Q4
Confidential Group	LR	CVB	25,000	Summer 2016	CW	TBD	\$ 5,625,000	FY13-14 Q4
Women of Faith	NR	CVB	1,000	25-Apr-15	O	TBD	\$ 225,000	Q1
Ford Retractable Club	NR	CVB	525	9 to 15-Jul-2017	O	BHR, HIGM, BHCC	\$ 118,125	Q1
Annual Livestock Marketing Assoc. Conven. & Comp	NR	CVB-P		Jun-17	O	CP, NH, BWCT	\$ -	Q1
Plamondon Family Reunion	RR	CVB	126	15 to 16-Jul-2016	O	TBD	\$ 28,350	Q1
IUPA: Int'l Union of Police Assoc.	TS	CVB	160	Sep-15	O	NH,CP	\$ 36,000	Q1
American Holistic Nurses Association	TS	CVB	1000	Jun-17	O	TBD	\$ 225,000	Q1
Gluten Intolerance Education Conv.	LR	CVB	80	17-Sep-16	O	BHCC, HIGM, CP	\$ 18,000	Q1
2016-2018 Men's Big Sky Basketball Championship	LR	CVB		Mar 2016-2018	CWSP	ALL	\$ -	Q1
Community Service Bureau	SR	CVB	400	May/June 2016	O	CP, NH, BHCC	\$ 90,000	Q1
NCAT/Harvest Clean Energy Conference	LR	CVB	300	30-Sep to 2-Oct-2015	O	CP, NH, BHR, BHCC, HIGM	\$ 67,500	Q1

SITE TOURS/FAM TOURS/HOSPITALITY

NAME	RM-NTE/ #PPL	YEAR	ACTION	QTR. TOURED	ECONOMIC IMPACT
Eagleriders FAM Tour	9	Jul-14	Complete	1 FY 2014-15	\$ 2,025
Hot Bike Power Tour	1	Jul-14	Complete	1 FY 2014-15	\$ 225
Ford Retractable Site Tour	3	Sep-14	Complete	1 FY 2014-15	\$ 675
BMW MOA Site Visit/Board Meeting	90	Oct-14	Complete	1 FY 2014-15	\$ 20,250

Confidential Group	2	Oct-14	Complete	2 FY 2014-15	\$	450
Int'l Boxing Federation- Lou Priluker	2	Nov-14	Complete	3 FY 2014-15	\$	450

LOST BUSINESS			
NAME	REASON	YEAR	LOST TO
None			

CANCELLED BUSINESS						
NAME	SOURCE	ROOM NIGHTS	MONTH/ YEAR	TYPE	REASON	ECONOMIC IMPACT
Northern Classic Regional Soccer Tournament	CVB-P	1500	Jul-14	CWSP	Not enough teams	\$ 337,500
Gardening Conv.	CVB	75	20 to 21-Feb-2017	O	Director's Health	\$ 16,875

MARKETING INITIATIVES/EXPOSURE/PUBLICITY	
NAME	REASON/RESULTS
Meet Unique	A fresh take on Meetings and Conventions Campaign
Summer Campaign	Trailhead Toolbox Itinerary builder; showcases events, attractions and must-see's as reasons to visit Billings this summer
Culture Shock	Regional campaign showcasing cultural arts and entertainment, cuisine and historical attractions as reasons to visit Billings this fall
Regional Holiday Survival Guide	A regional promotion encouraging people to thrive in Billings this holiday season include an advent calendar interaction serving up daily opportunities for engagement
MSP Takeover	Launching Thanksgiving week and running through the first week of January. Taking over one of Delta's terminals

EVENTS ATTENDED			
NAME	LOCATION	STAFF	REASON
DMAI	Las Vegas, NV	CH, VLT	Training
BMW MOA Rally	St. Paul, MN	AT	Attendance Building
CONNECT	Orlando, FL	VLT	Tradeshow
Western Association of CVB's	ABQ, NM	AT	Training
Small Market Meetings	Mesa, AZ	VLT	Tradeshow
Smart Meetings	Vail, CO	VLT	Tradeshow
TAC Meeting	Miles City, MT	AT	State Updates

KEY

ORIGIN CATEGORIES: **TS-** Tradeshow; **LR-** Local Referral; **SR-** State Referral; **RR-** Regional Referral; **NR-** National Referral; **P-**Prospecting

SOURCE CATEGORIES: **CVB-** Originated from CVB; **CVB-P-** Partnered with other entity; **CVB-S-** Serviced by the CVB- room nights will be shown in parenthesis

TYPE CATEGORIES: **CW-** Citywide Booking; **SP -** Sports Booking; **CWSP-** Citywide Sport Booking; **O-**Other Booking

PENDING RFPs/Bids: Date in parenthesis denotes the expected decision date.

ECONOMIC IMPACT FORMULA: **\$225/Room Night**

PROPERTY KEY: **BHCC-** Billings Hotel & Convention Center; **BHR-** Bighorn Resort; **CP-** Crowne Plaza; **HGI-** Hilton Garden Inn; **HIGM-** Holiday Inn Grand Montana; **NH-** Northern Hotel

BILLINGS ROOM OCCUPANCY COMPARISON OF VALUE VS. HIGH SEASONS 2005-PRESENT

